

NEWS RELEASE

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Utah Tourism Board Approves \$2.3 Million in Cooperative Marketing Projects

Cedar City, Utah – Members of the Utah Board of Tourism Development have approved over \$2.3 million in funding from Utah’s Cooperative Marketing program. The board approved 52 of the 60 applications submitted to the Utah Office of Tourism by non-profit tourism entities in 19 counties, including county tourism offices, convention and visitors bureaus, festivals, and museums.

“The Cooperative Marketing program has allowed us to expand the Utah ‘Life Elevated’ brand to more out-of-state visitors in additional markets,” said Leigh von der Esch, managing director of the Utah Office of Tourism, an agency of the Governor’s Office of Economic Development. “The program is now in its fourth year and sixth round of funding, and we’re thrilled that we have been able to provide advertising monies to all but two of Utah’s 29 counties.”

Approved Applications	
1. Box Elder County Tourism Office	\$12,925.00
2. Bear River AOG	\$9,500.00
3. Cache Valley Visitors Bureau	\$14,385.00
4. Utah Festival Opera Company	\$65,000.00
5. Cache Valley Visitors Bureau	\$46,632.02
6. Carbon County/Castle Country	\$2,500.00
7. CEU Prehistoric Museum	\$19,858.00
8. Davis County CVB	\$53,827.95
9. Emery County Travel Bureau	\$12,457.50
10. Envision Escalante	\$5,347.00
11. Garfield County Office of Tourism	\$39,015.00
12. Canyonlands Field Institute	\$1,200.00
13. Moab Area Travel Council	\$240,000.00
14. Moab Area Travel Council	\$24,832.00
15. Moab Folk Festival	\$13,000.00
16. Moab Music Festival	\$15,000.00
17. Cedar City/Brian Head Tourism	\$55,882.50
18. Utah Shakespearean Festival	\$112,183.00
19. Alta Visitors Bureau	\$37,500.00
20. Round River Conservation Studies	\$4,200.00
21. Salt Lake CVB (Stay & Play)	\$15,000.00
22. Salt Lake CVB (Ski Salt Lake)	\$142,500.00
23. Salt Lake CVB (Meet in Utah)	\$48,300.00
24. Ski Utah	\$250,000.00
25. The Leonardo	\$25,000.00

26. Utah Museum of Natural History	\$19,000.00
27. Foothill Cultural District	\$6,000.00
28. San Juan County (Web translation)	\$4,414.04
29. San Juan County (Radio project)	\$47,500.00
30. San Juan County (Trade Shows)	\$15,212.50
31. Sanpete County Travel & Heritage	\$5,500.00
32. Bed & Breakfast Inns of Utah	\$4,000.00
33. Park City CVB	\$250,000.00
34. Park City Perf. Arts Foundation	\$121,525.00
35. Tooele County	\$66,118.00
36. Thanksgiving Point	\$58,862.50
37. Utah Valley CVB	\$76,300.00
38. Utah Valley CVB	\$6,645.00
39. Heber Valley CC/CVB (Winter)	\$25,000.00
40. Heber Valley CC/CVB (Fly Fishing)	\$15,000.00
41. Heber Valley CC/CVB	\$8,500.00
42. Wasatch Western Heritage	\$15,000.00
43. St. George Area CVB	\$150,000.00
44. Town of Springdale	\$7,000.00
45. Tuacahn Center for the Arts	\$50,000.00
46. Wayne County Travel Council	\$33,167.50
47. Sunparks, Inc.	\$49,997.50
48. Ogden Valley Bus. Assoc.	\$7,500.00
49. Ogden Weber CVB	\$21,475.00
50. Ogden Weber CVB	\$2,000.00
51. Ogden Weber CVB (Adventr. Pass)	\$5,000.00
Total \$ 2,336,762.01	

Additionally, the board approved \$100,000 in special opportunity funding for the Sportsmen for Fish and Wildlife for its 2009 Expo in Salt Lake City.

“The Sportsmen’s Expo is an important convention to highlight our natural resources and hunting and wildlife viewing are two important activities for rural, as well as urban Utah.”

Those eligible for the co-op program include cities, counties, non-profit destination marketing organizations, and similar public entities that have been established as a non-profit for a minimum of one year. The Utah Office of Tourism matches up to 50% of the cost of the applicant’s marketing project. All projects must utilize the Utah “Life Elevated” brand.

For additional information on the state’s Cooperative Marketing program, contact the Utah Office of Tourism, 300 N. State St., Salt Lake City, Utah, 84114, (801) 538-1900 or visit http://travel.utah.gov/cooperative_mktg/co-opmktg.htm.